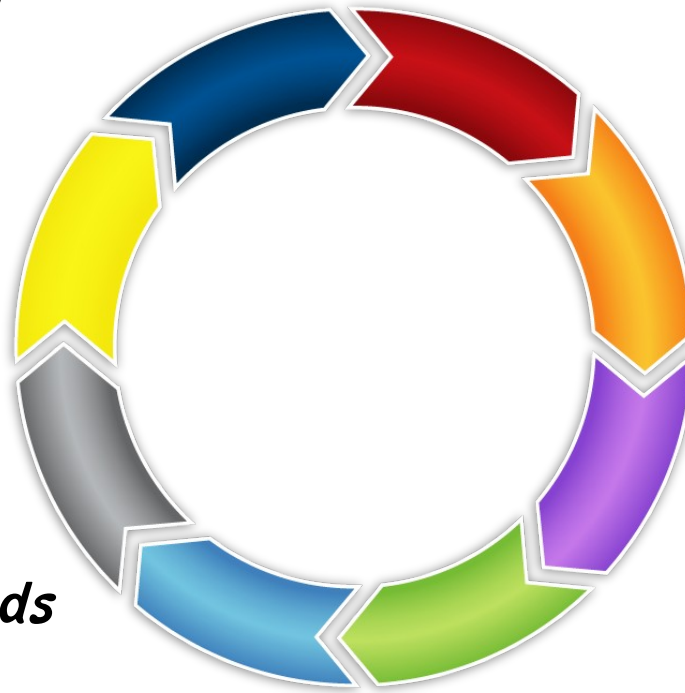


*Becoming Screen Savvy:
The ABCs of Media Literacy
for Young Children*



Media Literacy Round Robin

*On and Off the Screen
with Super Why*



*Storytelling with
Computers and iPads*

Fostering Ad Savvy Kids

Building a Media Literacy Library

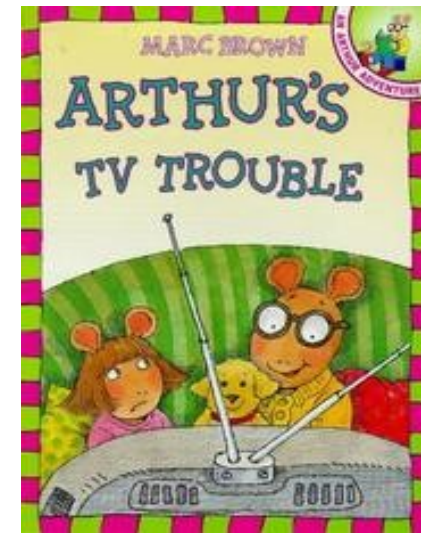
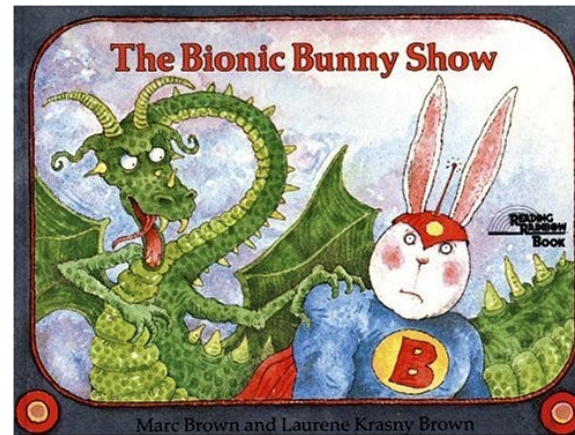
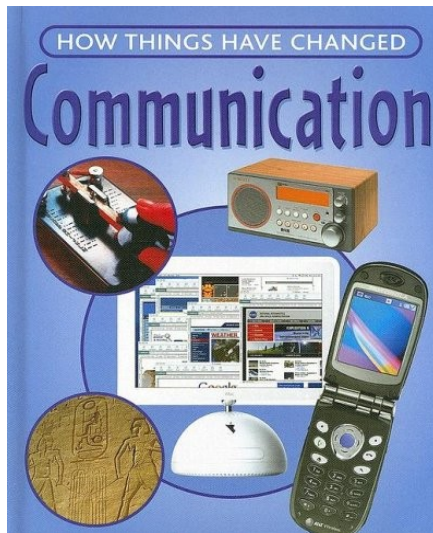


*Use television to encourage interaction
and build literacy skills.*

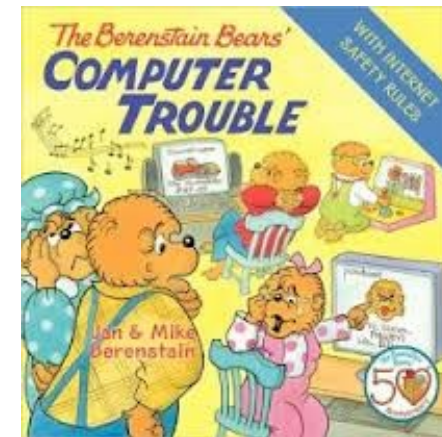
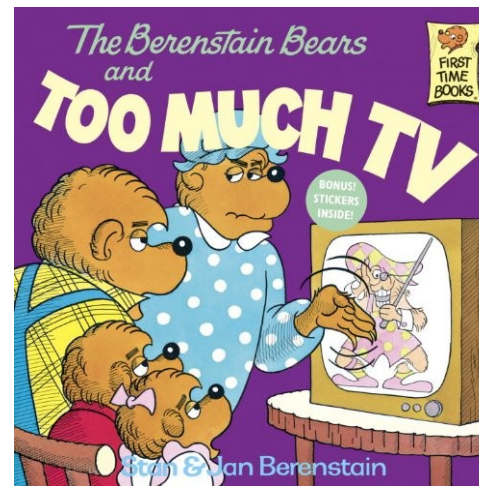
Storytelling with Technology



Build a Media Literacy Library



*Talk about
media when the
screens are on
and when they
are off*



*“The Robert Wood Johnson Foundation is now, by far,
the largest funder of work in this country on childhood obesity.
They're spending \$100 million a year on the problem.
The food industry spends that amount every year by January 4th,
just marketing, just junk food, just to children.”*

~ Kelly Brownell, director of the Rudd Center for Food Policy and Obesity at Yale



Tips for maximizing the benefits and minimizing the harm



- *Raise awareness and lead by example*
- *Select media that is developmentally appropriate and encourages interaction*
- *Monitor quality and quantity*
- *Ask questions about media when the screens are on and off*
- *Balance media use with other activities such as reading, creative play, and time outdoors*
- *Ask yourself, "How does this tool" add value to a child's life experiences? And Do the values expressed in the program mirror that of my family?*